



GALVESTON
* ISLAND *
Park Board of Trustees

**Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee Regular Meeting
601 Tremont Street, Galveston, Texas 77550**

4/16/2019 - Minutes

I. Call Meeting To Order

The Tourism Development Advisory Committee meeting was called to an order at 9:00 AM.

II. Pledge Of Allegiance

The Pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

The Roll was called, a majority of the members were present and a Quorum was declared.

TDAC Members Present: Will Wright, John Zendt, Jan Collier, Claire Reiswerg, Patty Rouse, Willis Ghandi, Leon Garrison, Ken Friesen, Denise Alexander, Snae Cantrell, Gina Spagnola (9:09 AM), Barbara Sanderson, and Ted O'Rourke.

TDAC Members Absent: Maureen Patton, Steve De Felice, Trey Click, Joan Marshall, Ron Sutula and Lisa Shaw.

Staff Present: Bryan Kunz, Melody Smith, Kimberly Danesi, Anna Lopez and Mary Beth Bassett.

Guest Present: Lee Roane and Hannah Ricketts.

IV. Conflict Of Interest Declarations

There were no conflict of interests declared.

V. Requests To Address The Committee

There were no requests made to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes

Motion: John Zendt made a motion to approve February 19, 2019 meeting minutes.

Second: Patty Rouse second the motion.

Vote: Unanimous (12-0 Gina Spagnola was not present for the motion.)

VII. Update On Chief Tourism Officer Search (Melody Smith, 10 Minutes)

Kimberly Danesi gave the committee an update on the Chief Tourism Officer search results. Search Wide, the employment recruiters hired to search for the position, presented ten candidates to Ms. De Schaun and Danesi. They have narrowed the ten to five candidates. The five will be interviewed by a panel in late April and May with the goal to have the position filled in the month of June.

VIII. Update On Spring Break (Bryan Kunz, 15 Minutes)

Mr. Kunz presented to the committee the 2019 Spring Break hotel data results. The first two weeks were

down from last year and has been down for the past five years. The committee discussed possible future events to increase occupancy for Spring Break.

IX. Update On Tourism Market Research Study (Shannon Gray, 20 Minutes)

Shannon Gray with Gray Research Solutions gave a mid-year update on market research study. She including lodging trends, visitor intercept, lodging survey and attraction survey results to-date and presented the digital qualitative study outline being done in May.

X. Update On Boating And Fishing Taskforce (Bryan Kunz, 10 Minutes)

Bryan Kunz updated the committee on the efforts made by the Boating/Fishing Taskforce. The taskforce has accomplished multiple tournaments, filming productions, photo shoots for Houston Family Magazine and hosted an outdoor writing FAM. The works in progress include posting and promoting fishing blogs and working to secure a new water sports event. The taskforce will continue to work to achieve getting Galveston known as a fishing and boating destination.

XI. Monthly Convention & Visitors Bureau (CVB) Reports

Mr. Zendt asked a question about the combined leads which show a decline and it was explained that due to the lack of participation with See Texas First and AAA the numbers have in fact gone down.

XII. Future Agenda Items

There were no future agenda items suggested.

XIII. Announcements

The committee members gave updates on their upcoming events.

XIV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - May 21, 2019

XV. Adjournment

Meeting adjourned 10:02 AM